

EVERY WOMAN SHOULD BE BEAUTIFUL AT FORTY

"If She Was Not Especially So at Sixteen, That Is No Reason Why She Cannot Acquire It, and These Well Known Beauties Are Good Examples of What One Can Do in Retaining Pulchritude"

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O girl is to blame if at sixteen she is not beautiful, but any woman is to blame if she is not beautiful before she reaches forty. Beauty may sometimes be inherited; it can always be achieved.

Even the shape of the features largely depends upon the state of the health, and the thin, yellow, permanently old face can become smooth, rosy, and rounded through proper care of the face itself and the body of which the face is a part.

To grow old beautifully and gracefully is enough and to step into middle age successfully is a trial, and yet how many times one hears, "How much nicer Mrs. Blank looks than when she was a girl." This woman has developed the attractions of middle age; she has reached the place when character is stamped upon her face. The mistake that many women make when they feel their youth going is to settle down into apathy and despair, making no effort to bring out the attractions which belong to the woman who has passed her twenty years.

Balsac devoted a whole book to the woman of 30, and whether beauty or what stands for beauty is conducive to long life or not, it is a curious fact that the women noted for longevity have been those who have borne a worldwide reputation for fascination and who have made the cultivation of beauty a science.

Psychologists tell us, as if it were a recent discovery, that the women of today is at her best both mentally and physically at 40 years of age. They point out in confirmation of this fact that all the beautiful leaders of society, club life, and the arts and professions are 40 years old and over, overlooking the fact that the women who made history were not famous for beauty or fascination until they were near or past the meridian of life.

Helen an Old Girl.

Both Helen of Troy and Cleopatra were 40 when the former precipitated the ten years' Trojan war and the latter brought Mark Antony beneath her spell. Helen at the end of ten years, when she was over 50, was taken back to her husband's heart and home with great joy, and Cleopatra retained Antony's love for a decade.

Diana of Pottiers was 36 when Henry II. fell in love with her, and he was only half her age, and it is said that even in ripe old age Diana kept the love and devotion of Henry. Every day Chateaubriand walked across the garden to visit Mme. Recamier, and Mme. Mars was 45 when she gained the zenith of her power, and for three generations Ninon de l'Enclos fascinated the youths of France. Some of the most successful preparations for the preservation of youth and good looks we owe to this woman who made the cultivation of beauty a life study. When she was 72 the Abbe Bernis fell madly in love with her, won by her fascination, beauty, and great wit.

We also have an historical record of a female centurion renowned for her beauty, the Countess of Desmond, who lived to be 145 years old and died in the reign of James I. from the effects of an accident. This wonderful woman at the age of 100 was so lively and so strong as to be able to take part in a dance, and five years before her death traveled all the way from Bristol to London, not a short journey in those days, that she might personally attend to some business affairs.

Society's Leaders Mostly Grandmothers.

Coming down to the women of today the leaders of both American and English society are mostly grandmothers. In Chicago Mrs. Potter Palmer is indisputably the head. In New York Mrs. Astor, who died recently, was a great-grandmother and the women who are trying to step into her shoes, Mrs. Stuyvesant Fish, Mrs. Cornelius Vanderbilt, and others, are over 40.

Ellen Terry's husband (who is fifteen years younger than herself) says of her that she is the most fascinating woman in the world; Mrs. O. H. P. Belmont, the mother of the Duchess of Marlborough, who has been a famous beauty and society woman and is now a grandmother, is devoting herself to woman suffrage and the betterment of her sex. The Countess of Warwick has been a beauty for two generations and she is now one of the most beautiful women in England, and a grandmother.

I think that the hygienic laws practiced by women who wish beauty not only ward off the decrepitude and consequent ugliness that is supposed to be the heritage of age, but they hold the great reaper at bay as well. Good health promoted by activity tends to longevity. We cannot have good health and be indolent or self-centered. We must have the daily stimulus of variety.

Energy Mainpring of Life.

To be long lived and to be beautiful, which means long lived, one must be energetic and industrious both in temperament and in habit. We must be blessed with activity of brains as well as activity of heart, lungs, and digestive organs.

Given this activity the modern woman who has lived and experienced is infinitely more attractive than a girl. She has gained sweetness and strength from trial; she is more entertaining, has more tact, and more knowledge of how to please.

It was only a few years ago, in fact, our mothers were relegated to the fireside after their children had grown. The mother lived in her memory and all the money that was spent was spent for the little frills and follies of her daughter. For mother it was all over.



Mrs. George Gould Who Looks Quite As Youthful As Her Two Young Daughters Who Have Been Married Within the Year



Countess of Warwick, who, as Lady Brooke, was called the most beautiful woman in all England. She gives much of her time to philanthropic work.



Mrs. Potter Palmer, Society Leader on Two Continents. Mrs. Palmer is a Grandmother.



Emma Eames, the Opera Singer Who Has Recently Taken to Herself a New Husband Although She Is Nearing Fifty.



Lillian Russell



Mrs. O. H. P. Belmont, Grandmother of the Future Duke of Marlborough. Mrs. Belmont, Since Her Husband's Death, Has Taken Up Woman's Suffrage.

Suddenly woman awakened to the fact that after 35 she was at her best and that her beauty need not fade unless she wishes it. There is absolutely no need to dread advancing years if one will advance with them in dress, habit, and costume.

One of the most general signs of age is that the woman becomes rather slack about her gowns; she doesn't look for admiration any more, but as she grows older she should become more fastidious about her dress. There is no need of the modern woman dressing like a girl. She should be proud of her own beauty—the beauty that comes to women of her own years and she should make the best of that.

Rules for Keeping Young.

She must take better care of her hair, and in doing this after 40 she must remember that all of the lines of the face should be upward. The hair should be carried to the top of the head softly; the chin should be

lifted, for with the chin lowered the woman takes on a reproachful (egotistical) cast of countenance, and holding the chin down, if one is apt to be flashy, brings double chin.

It seems as if it would not be necessary to impress upon any mature woman the necessity of absolute

cleanliness. Bad grooming can sometimes be excused in youth, but never in a woman past 30. There must be no wisp of hair flying, no untidiness about the set of the collar, everything about the mature woman should be taut and in place.

A friend of mine who married at 43 and who is now

56 is one of the most beautiful and charming women I know. I asked her the other day what her rules for not growing old were and she answered: "Don't get rheumatism, be careful of your diet so that it will eliminate uric acid, eat little meat, don't get lazy and logy, be spry if it kills you, take the open air breathing exercise to ward off the tendency to puff; try the Japanese morning exercise, take three steps forward, bend the knees, three steps backward, bend the other knee. B: the time you have repeated this three times you will begin to feel youthful."

Take a Turkish bath at least every two weeks. I myself take a Turkish bath always every other day and sometimes daily. Don't feel that you are giving too much time if you devote one afternoon each week to your body. On this afternoon you can have your bath, your hands manouevred, your face massaged, your hair brushed and treated, and beautifully coiffured. Don't say that this takes too much time. You will spend hours for the making of a dainty collar or piece of underwear. You will insist upon your furniture being put in perfect order each day. Why not look upon your body as needing quite as much and important attention as your dinner table or any other of the hundred and one more trivial things that take up your attention and time?